



"Jim, it isn't a loan you need--"

"Jim", said the banker, "It isn't a loan you need, it's more steady business—so you won't have these ups-and-downs. Look at Bill Bright, making money hand-over-fist—and it isn't six months since he was in here just like you, trying to borrow money to tide him over a slack season."

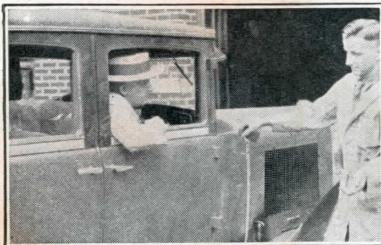
"NOW his shop is always busy—from the front door clear back to the alley—every hour in the day—every day in the year. Folks LIKE to go to Bill's because he's equipped to give them everything they need—better and quicker than any other shop in town."

"That's my tip to you, Jim. Diversify your business like Bill did. Add one new department at a time—equipped with new, modern equipment—letting each one pay for itself out of the extra profits it brings—until you have a complete 'One-Stop' Service Station. Then you won't know what it is to have a slack season. When one department is slow the others will be booming—get the idea?"

"Bill got his equipment at surprisingly small cost—all high quality—built by Hobart Brothers—and I'd advise you to write them right now for details of their proposition. Go to it, Jim."

Read The Following Pages and Mail Coupon on Back Page

Why be Apologies Don't



Stop This

"Sorry, sir, but I can't wash your car today. Haven't anyone to do it. You see, this washing job is a tough one. Hard to keep a good man on it. I expect a new man tomorrow. Drop in then and we'll fix you up."

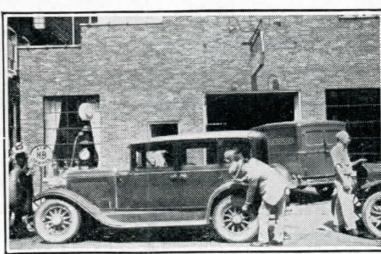
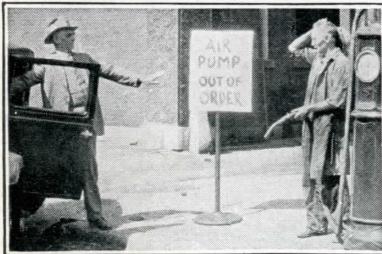
"Tomorrow nothing! I want this car washed today—right now—and I know where I can get it done."

Here's How

"Sam, you must like that job now. You haven't missed a day since we got the HB Car Washer—and I never saw the used cars and demonstrators so clean."

"Cap'n, yas suh! Ah sho' laks dis job now—an' ah laks to heah folks talk about how good an' how quick ah washes up ole mistah cah. Dey keeps me busy but ah gits 'em out."

How many times a day does some one around your place drive trade away with the words, "I'm sorry"? Every time the lack of proper equipment forces you to apologize to a customer, you're turning away present and future profits to some competitor "down the street"—penalizing your business every time.



Stop This

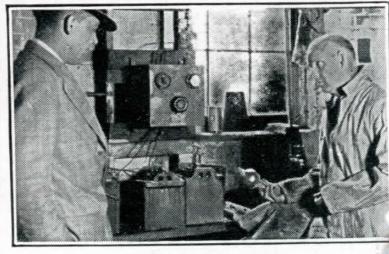
"I'm sorry, but the air pump is out of commission today. How about gas?"

"Hang up that gas hose. I'm sick of stopping here. I like your gas and everything but your poor air service. From now on I buy everything down the street where they think enough of my trade to keep air in the air lines all the time for my convenience."

Here's How

"Beats all how business has picked up since we put in that HB Dependable Air Service. Everybody and his brother comes here for air now—

—and we're selling them all something while they're here. I never realized how much business we were losing as long as we monkeyed around with that dinky old air pump."



Stop This

"I'm awfully sorry but your battery isn't ready. I burned out the bulb in my rectifier and just got another one. I'll have your battery finished by tomorrow evening."

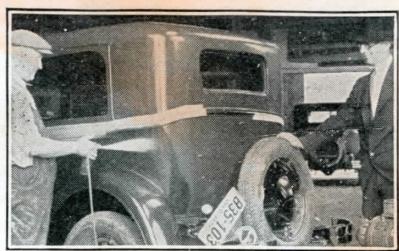
"Nothing doing. You've had it four days already. Let me have it. Me for an 8-Hour Charging Shop for all my battery service, beginning right now!"

HB Equipment --- Pays for Itself Out of Extra

"Sorry"?

Earn Profits

It's service—not apologies—that brings you the cream of the Big Profits. Read this booklet and see how HB Equipment will bring you new customers, build business in all departments—and save you the loss and embarrassment of turning away customers who are eager to get all their service at "One Stop."



Stop This

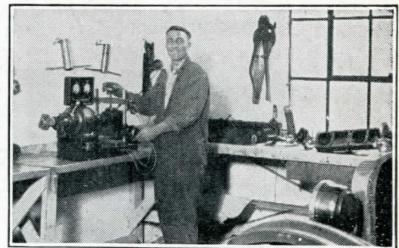
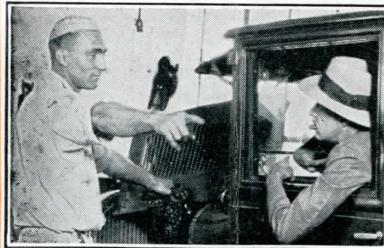
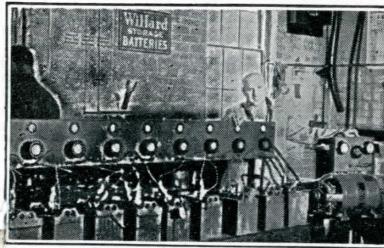
"I'm sorry you don't like the looks of this car because I can positively guarantee its mechanical condition."

"Well, if you don't think enough of it to give it a coat of paint, I'm sure I don't want to take a chance on it. Just the make and model I wanted but I'll find one someplace else that doesn't look so much like a junk pile."

Here's How

"No apologies for the appearance of our used cars now, eh, Bill?"

"Right! And what's more, with this HB Portable Paint Spray, I can put on a lacquer finish for about \$15 that will add \$100 to the selling price. Besides, we're making plenty of extra profits painting and re-touching cars for other folks. Some outfit, this HB!"



Here's How

"Now I've got them coming my way. This HB Constant Potential Outfit charges all kinds of batteries in a third the time it used to take my old rectifier. Makes 'em peppier, too. And it's never out of order. I'll never go back to that old, slow, rectifier method again now that I know the truth about 8-Hour Charging with the HB Constant Potential System. It's paid for itself already."

Stop This

"Sorry, but I haven't been able to fix up all that ignition trouble. Better come in again when you can leave the car with me for a couple of days."

"Come back, nothing! You've had it two days and I want it fixed right before I start on that trip. I'm going some place where they're equipped to finish the job—and do it right."

Here's How

"How did I ever stagger along without this HB Test Bench? It makes me sick when I think of the profits I passed up to other shops."

"Now I can handle any job from start to finish and have built a reputation as the best Starting-Lighting-Ignition man in town. It brings in lots of cars and I get their other work, too."

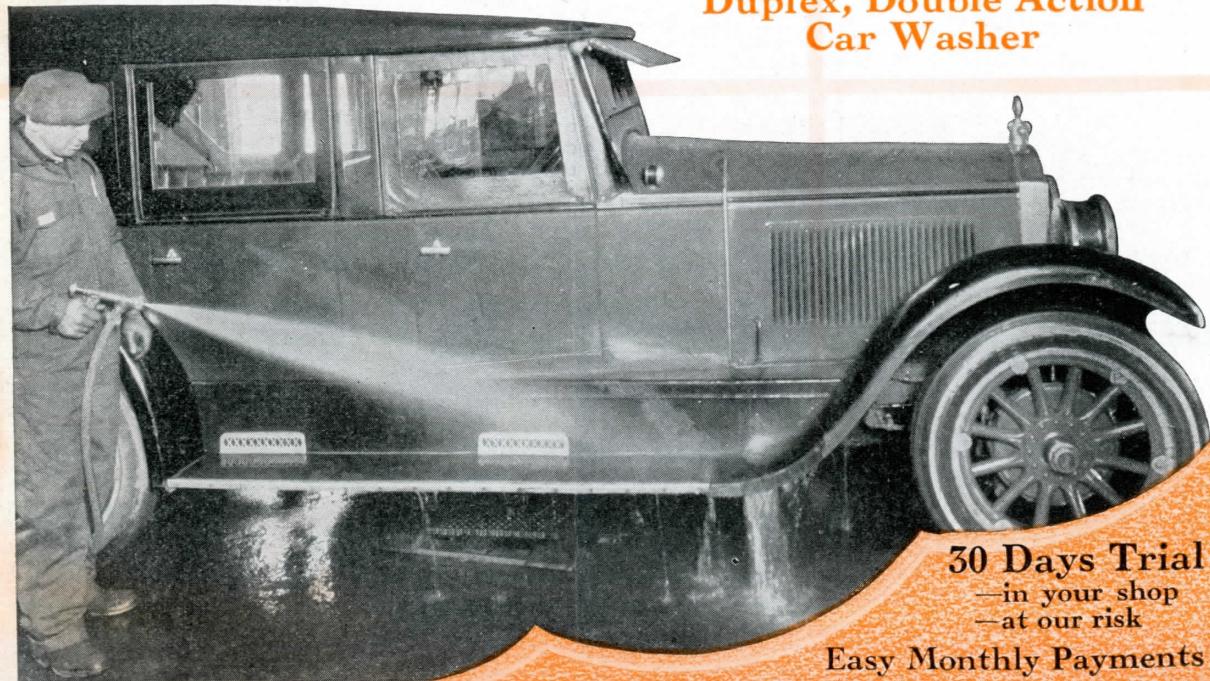
Profits --- Easy Monthly Terms --- 30 Days' Trial

From 4 Cars a Day---to 15 with the HB Car Washer

Only getting about four wash jobs a day from customers, yet he couldn't keep his own cars clean. Wash rack too congested. Sometimes lost sales because cars were not in condition to show. Had a hard time keeping men on the job because of the drudgery. Said his wash rack was a "pain in the neck." That's why Warren, in desperation, put in an HB Car Washer.

Now he says, "You couldn't take it away with a shot gun. It's making real money for me. Besides keeping our own cars clean all the time, we're washing about 15 cars a day for customers—without any kicks or comebacks. It's about a third faster than any other Car Washer I've seen—and the boys sure like to use it. I'm sold on the HB Car Washer."

**You Need an HB
Duplex, Double Action
Car Washer**



30 Days Trial
—in your shop
—at our risk

Easy Monthly Payments

Careful Comparison Shows HB Is Your Best Choice

Saves Labor & Water

"The biggest advantage of our HB Car Washer is the labor saving. It makes the work much easier and at the same time saves on sponges, fender brushes and water. It's easier to keep a good man now and we are washing 150 to 200 cars a month at an average price of \$1.50, with a monthly labor cost of only \$100."—Parkway Garage, Inc., 325 N. Pennsylvania St., Indianapolis, Ind.

No Trouble—No Repairs

"Our HB Car Washer has helped our business greatly. Washing around 175 cars a month at an average price of \$1.50. Always ready—no trouble—no repairs."—Ray Birch Motors, East Liverpool, Ohio.

Everything Claimed

"Washing 125 cars a month with a cost of only \$53 for labor, water, electricity and supplies. Helps our business 100% in every department. It is everything Hobart claimed for it."—L. B. O'Farrell, Florence, S. Car.

Brings Other Work

"I have only about 50 cars a month to wash here, but the HB Car Washer has increased my business 1-3 by bringing in other work on cars. It's the best car washer I know to take mud and grease off of the running gear and under fenders."—Fuchs Service Station, Hilbert, Wisc.

Compare HB with any other—at any price. Get your hand on the special HB Wash Gun. Feel the pep and vigor of the 8-gallons-per-minute stream as compared with average small-stream jobs. Watch it make quick work of the muddiest car you can find. Then you'll realize the advantages of "More Water per Minute"—and see how that means, "Less Water per job."

Five Sizes at Attractive Prices

With HB you're not limited to one or two sizes. Five models to choose from—for the smallest or the largest shop—and in between. Every one most attractively priced. Get just the capacity you need. Ask us for full details.

Check Coupon
on Back Page



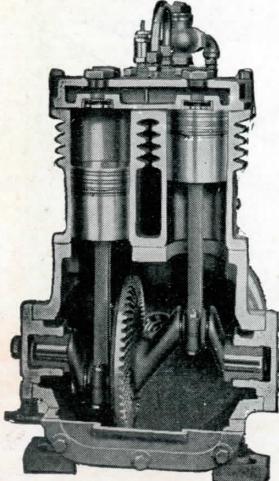
**Hobart
Brothers**
'Successful Manufacturers since 1893'

It Takes Something More than a "Free Air" Sign

Are you depending on a mere "Free Air" sign to keep customers coming to your shop? Such signs are everywhere, but it doesn't take car owners long to discover where they can **ALWAYS** find plenty of air pressure. And you can just bet your business that most of them are patronizing that place more than any other shop in town—it's only human nature.

You'll never know what **DEPENDABLE AIR SERVICE** can do for your business until you've backed up that "Free Air" sign with a **BETTER AIR SERVICE THAN THE OTHER FELLOWS**. You may think your air service is pretty good—but check up on the other shops—and make yours **BETTER**.

Find out why the big oil companies and Super Service Stations are using HB Upright Two Cylinder Automatic Air Service to bring them new customers—double their sales per customer—and build business in every way.



HB is Different

Like the automobile manufacturers, HB long ago discarded the obsolete belt drive. Note HB's exclusive Silent, Spiral, Bevel Transmission—at the left. That's what makes it possible for you to get HB's Silent, Beltless, Space-Saving design in a size and capacity that's just right for your shop.

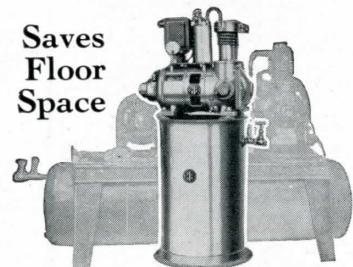
Eleven sizes— $\frac{3}{8}$ to 5 H.P. For every shop—from the smallest filling station to the big city garage or Super Service Station. Guaranteeing a dependable air supply at the lowest possible cost per cubic foot or per hour. Get HB's attractive prices.

Build Business with



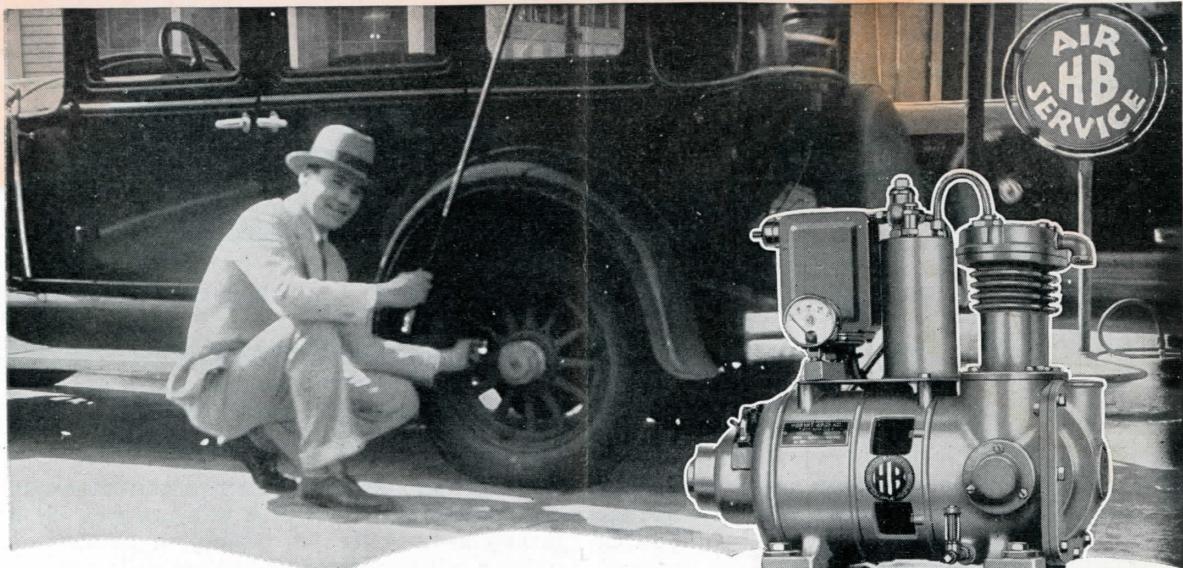
**Hobart
Brothers**
**Dependable
Air Service**

Saves
Floor
Space



The picture above tells the story of profitable floor space saved with an HB on the job. But it can't tell you of HB's mechanical features that let you give better air service than any competitor—yet save 10% to 20% of your electric bills. Tell us how much air you need—and we'll show you how you can get it for less money.

**30 Days Trial
---in Your Shop
---at Our Risk**



Users Tell the HB Story

Silent—Economical

"The beauty of our HB Air Compressor is that we don't have to fool with it to keep it running. No noise—just a little bee humming. Air all the time—and mighty economical to run."—Triangle Garage, Mirando City, Texas.

Saves Floor Space

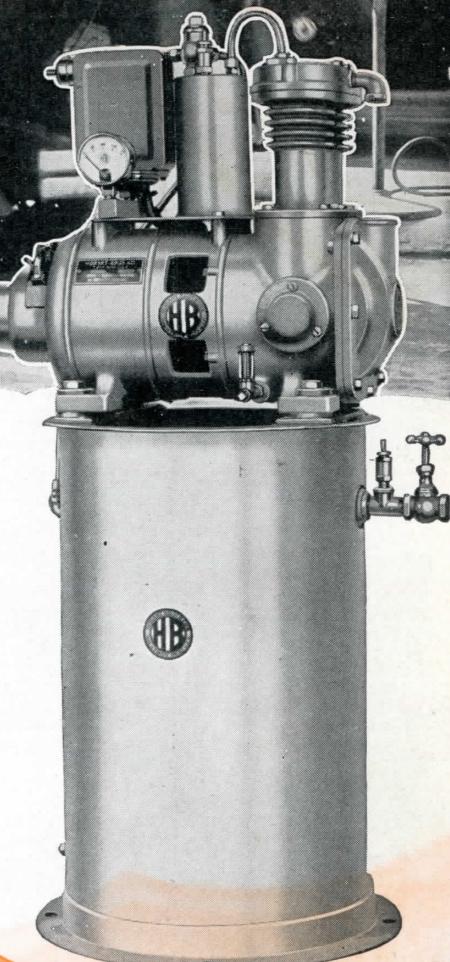
"Besides costing us only 50c a month for free air, our HB Compressor is so convenient because of the small floor space it takes up. Could not desire a better piece of equipment."—B. & G. Service Station, Purdy, Mo.

Safe—Dependable

"We especially like our HB Air Compressor because it's safe to leave the current on over nights and Sundays. No belts to slip and run off, which sometimes causes considerable damage with belt driven machines."—C. M. Butler, Butler Service Station, Hartsville, S. Car.

Always on the Job

"I find the HB Air Compressor faultless—the best equipment of its kind on the market. It is always on the job and economical to operate."—Robt. M. Lippincott, 443 Summit Ave., Union City, N. J.



Check Coupon
on Back Page

Easy
Monthly
Payments

Modernize Your and make it pa

Brings These Advantages

- ① Saves you from a third to a half on your electric bills as compared with other charging appliances.
- ② Gives a better, peppier, longer-lived charge because it's an absolutely direct current instead of rectified AC. Constant Potential is natural charging.
- ③ Lets you charge all kinds of batteries, giving each one just the treatment it needs, in 16 to 24 hours less time.
- ④ Saves you the cost, loss of time, and annoyance of burned out bulbs, transformers, etc., that come with rectifier charging. Constant Potential is the dependable, trouble-free economical method of charging.



Treat your customers, your business and yourself to a really MODERN Battery Service—with the new HB Panel Equipped Constant Potential. It gives your customers better, quicker service that keeps them coming to you. It gives your business advantages over competitors that keeps it prosperous the year round. It gives yourself bigger profits than you ever hoped for—plus a reputation for having "The Best Battery Shop in Town."

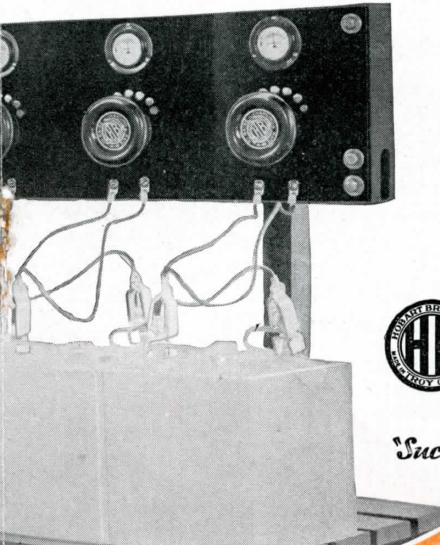
HB Equipment, shown below, brings you advantages not to be had with any other outfit you can get. It lets you charge any battery just as rapidly or as slowly as you wish, with a minimum of time, effort and expense.

30 Days Trial
Easy Monthly Payments

Battery Service by big profits

Goes a step farther than any other charging equipment. Individual connections for all batteries. No special resistances necessary for any battery—the panel takes care of slow, medium or fast charging. No switches to manipulate for meter readings. You see all the time just what each battery is taking. Cuts labor cost of handling and guarantees satisfied customers.

Note the handsome appearance of this HB Installation. Customers won't go anywhere else when they see this business-like equipment in your shop. No wonder the new HB Type VR is replacing other charging equipment in all kinds of shops—from the smallest to the largest. The attractive prices will surprise you.



2 Types---8 Sizes

No matter what kind of shop you have, there's an outfit that's just right for you. 8 sizes, with two kinds of equipment to choose from. When you see the full description of the HB Line, you'll understand why $\frac{3}{4}$ of the Constant Potential Equipped Shops have HB. Write for information on the outfit that's ready to put new life in your business.



**Hobart
Brothers**
Successful Manufacturers since 1893

Read Below What HB Users Say

Increased Business 75%

"My business has increased 75% since installing the HB Battery Charger. Bringing me around \$200 about \$21. My HB sure gets the batteries out and saves my rental batteries."—Brown's Battery & Tire Shop, Estherville, Iowa.

Cuts Electric Bill in Two

"HB is the best machine made and cut my electric bill in half the first month. It does not heat a battery."—National Battery & Electric Service, 1211 Grand Central Ave., Tampa, Fla.

No Bulbs to Buy

"I am using my HB to charge batteries in 8 hours with an average monthly income of \$125. I installed this outfit because I got tired of buying bulbs for other chargers."—J. A. Christianson Garage, Clinton, Wisc.

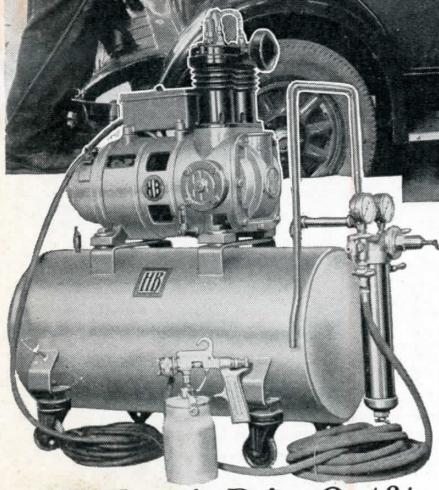
Displaces 8 Rectifiers

"We are having wonderful service with our HB Constant Potential. We've displaced all our 8 rectifiers and it costs us only $5\frac{1}{2}$ ¢ per battery for charging."—Jennings Service, Kansas City, Kan.

3 Years Satisfaction

"Three years ago I bought one of your HB Constant Potential Chargers and it has proven very satisfactory. No bother, no drawbacks and therefore no kicks. I'm now interested in the HB Arc Welder."—The Battery Shop, J. B. Hutchinson, Neponset, Ills.

Check Coupon on Back Page



HB Electric Drive Outfit

Here's the ideal Paint and Lacquer Spray Outfit for all kinds of Automotive Shops. Available in sizes to suit any painting needs. For the Garage or Repair Shop that wants to cash in on the extra profits from touching up damaged places on customers' cars. For the Car Dealer who wants to move used cars more quickly and make real profits on their resale. For the Top, Body and Fender Shop that wants to speed up production and increase profits. For the Auto Paint Shop that wants to build a reputation for better, quicker work with ability to handle any job at a price to get the business, yet with bigger net profits.

HB Paint Spray Equipment Quickly Pays for Itself

It's surprising how many of your shop customers are glad to pay several dollars to have worn or damaged spots touched up in the finish of their cars—work that takes only a few minutes when you have HB Portable Paint Spray Equipment. Then there's the advantage of being able to put a \$15 paint job on a used car and add \$100 to its resale value. Here's an opportunity to add to your profits that's well worth investigating.

Besides, you can save enough to more than pay for the outfit by using it to repaint your own buildings—inside and out—as well as your furniture and other equipment.

**30 Days Trial
Easy Monthly Payments**

Be Sure You Get a Man-Size Spray

Plenty of Air! That's what it takes to do Spray Painting on a profitable basis. You can't expect business-like results with a dinky, little "blow spray" like the women use around the house. That would be like grinding valves with a screw driver.

What you need in your business is the "Controlled Spray" that's possible with a man-size, two-cylinder automatic HB Compressor with its adjustable spray gun and AMPLE AIR SUPPLY.

Don't risk discouragement right at the start by experimenting. Get an outfit that's been proved in automotive shops for years—built specially for shop use—to insure speedy, high quality work—at lowest possible cost per job.

No matter what equipment you get, you'll pay just as much in the end as you would for first class results—so it's real economy to be sure you get such results. It's better to get a man-size HB now than to wish you had after customers have kicked about the time and quality of the work.

What's a few dollars more or less—to insure profitable results—especially when HB PAYS FOR ITSELF?



There's an HB Paint Spray Just Right for You

No matter how large or how small your painting needs—whether you have electric current or not—there's an HB Paint Spray Outfit that will insure you of speedy, high quality work that brings new customers and bigger profits.

Electric or Gasoline Engine Drive. One to Four Gun capacity. Portable or Stationary. Suction Feed or Pressure Feed. For touch-up work or steady production.

Read These Reports from HB Users

Has Worked Wonders

"The HB Paint Spray has worked wonders for our business. It is compact, saves time and is the best outfit I've ever used."—Liberty Garage, 422 Buchanan St., Belvidere, Ills.

Best of Three Outfits

"The best thing about my HB is the constant pressure. It's the best of three different outfits we've used and the automatic control has cut down the operating costs."—General Motor Service Co., 30-40 Walnut St., Indianapolis, Ind.

Paid For Itself Quickly

"In two months time our HB Portable Electric Paint Spray paid for itself painting automobiles."—Hartsville Chevrolet Co., Hartsville, S. C.

A Corker For Autos

"That HB Paint Spray is a corker. We paint automobiles and it does as much work in an hour as 5 men with brushes."—A. E. Moring, care of General Elec. Refrig. Co., Lansdowne St., Boston, Mass.

Good For Other Things

"We have used our HB Portable Paint Spray Compressor continuously since we bought it for the following jobs: Painting cars, cleaning out carbon, cleaning carburetors, inflating tires, painting walls and interior of sales room, washing motors, cleaning cylinders after honing, cleaning the valve refacing machine, blowing out gas lines and for pressure on alcohol drums. We find many new uses for the machine every day and it is doing more than your salesman said it would. We don't see how any shop or garage can afford to be without one."—T. C. Vawter, 17 S. Hazel St., Danville, Ills.

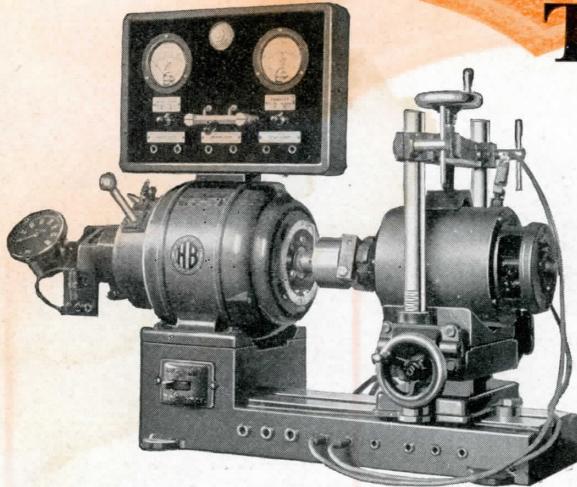


Hobart Brothers

Successful Manufacturers since 1893

Check Coupon on Back Page

This Inexpensive You Can't



With this HB Universal Test Bench you can eliminate all guess work. No comebacks on jobs when you've thoroughly tested all electrical units before putting them back on the car. No time wasted putting them on the car and then finding some trouble uncorrected. You know every job is right before it's turned over to your customer, yet the time saved enables you to turn out three or four times as much work per day.

Any shop man can operate an HB Test Bench with the complete instructions furnished, for testing generators, starting motors, magnetos, coils, distributors and all electrical units. Lathe attachment for turning down commutators, mica undercutter and other accessories also available.

HB Offers Highest Quality yet Most Attractive Prices

Four out of five customers need electrical service. Why pay out part of the profits on such work to some other shop? When you "farm out" a job, you're giving money away. Now you can handle all electrical work right in your own shop, keeping all the profits for yourself and bringing new customers, due to the accuracy of your work and the speed with which you get it out. You'll be surprised at the attractive price of this HB Test Bench which makes it possible.

These HB Users Tell the Story

Worth Twice Its Cost

"Our HB Test Bench is worth twice what it cost. It has doubled our electric work and more than paid its way by bringing new customers. Furthermore, it is responsible for an increase of 25% to 50% in our battery business and other departments. The HB is so complete that I cannot pick any feature as best—they are all so wonderful."—Snyder's Battery & Electric Service, Crawfordsville, Ind.

Earns \$250 Monthly

"The HB Test Bench is surely a business-getter. It certainly pleases my customers to see me test out their jobs on it. Business in that department has increased 50% and still growing. Test bench work brings me in about \$250 a month and it brings a lot of other business too, so the HB Test Bench has paid for itself and more."—Morris W. Storm, Mattoon, Ills.

Paid for Itself Twice

"Our HB Test Bench has paid for itself twice besides helping business in every way. Sure has a fine motor."—Fixall Motor Co., V. C. Lowery, Indianapolis, N. Car.

Bringing New Customers

"Now I'm getting 4 jobs where I used to get one. The HB Test Bench has helped my whole business to the extent that I have put on another man and a girl. It is bringing me new customers even from other towns. My income from test bench work the first month I had it was enough to pay for the machine."—H. A. Roberts Tire & Electric Shop, Antioch, Calif.

Saves Lots of Time

"My HB Test Bench has increased my generator work and has sure saved me a lot of time I used to waste taking jobs to other stations for testing. My income from test bench is averaging around \$250 per month and it has brought me a lot more battery business besides."—Fred H. Thomas Battery & Electric Service Co., 450 West 10th St., Indianapolis, Ind.

Simple to Operate

"The worries we might have missed if we had bought our HB Test Bench sooner. So simple almost our errand boy could run it."—Magneto Service Co., 187 Franklin St., New York City, N. Y.

Equipment Brings Profits Get Without It

5 Sizes

No matter how large or how small your business, there's an HB Test Bench that will let you in on the Big Profits. Five sizes, ranging from the $\frac{3}{4}$ H.P. outfit for small shops to the $3\frac{1}{2}$ H.P. outfit for big shops or bus and truck service.

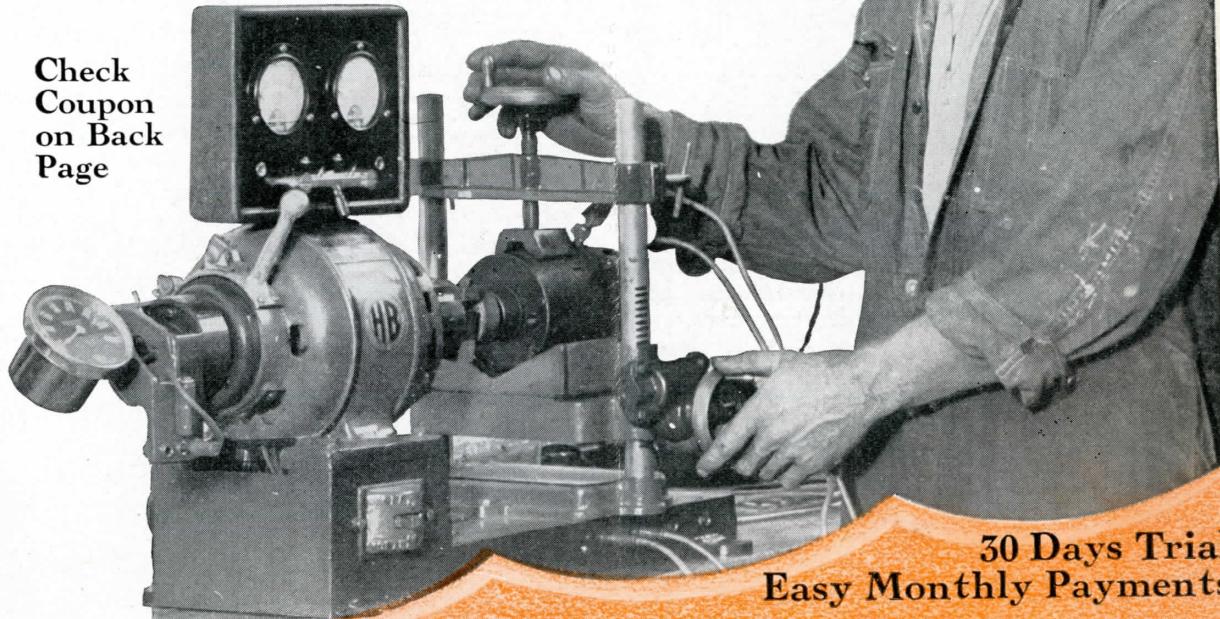


Hobart Brothers

'Successful Manufacturers since 1893'

Automotive Electrical Test Bench

Check
Coupon
on Back
Page



30 Days Trial
Easy Monthly Payments



Hobart Brothers

'Successful Manufacturers since 1893'



"Constant Arc" Electric Welder for Automotive Shops

The automotive shop that first equips to handle the electric welding work in your community is going to cash in heavily on this better welding method. You can keep this outfit busy every minute of the day in your own work and doing welding work for others.

Ideal for automotive repair work such as patching cracked water jackets, repairing steel fenders, bodies, frames, bumpers, etc., without removing engine or body from the chassis. You can do such work with a big profit for less money than other shops can do it themselves. Garages, Car Dealers, Wrecking Yards, Factories, Railroads, etc. are all prospective customers. Announce Electric Arc Welding and you'll be surprised at the amount of new business you'll get.

**Check Coupon on Next
Page for More Information**

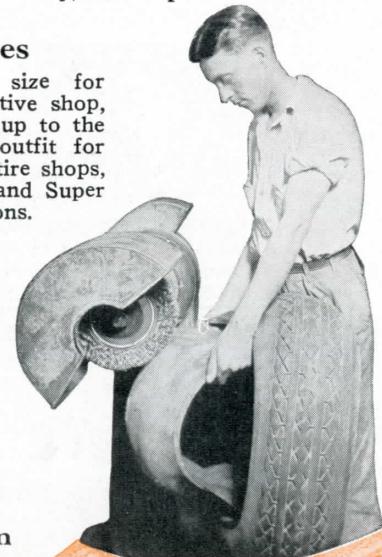
Buffers --- Grinders for All Purposes

Every shop needs an HB Ball Bearing, Pedestal Type Buffer and Grinder for work that is too heavy for the little bench type or flexible shaft grinder. HB is approved and cataloged by large tire manufacturers. Besides buffing tires, it is also ideal for general shop grinding of tools, castings, welded parts, etc. with any kind of grinding wheel or buff. Powered by a special non-stalling motor, mounted on a sturdy, vibrationless stand and with switch conveniently close to the operator's hand, it will save hours of time in your shop.

4 Sizes

There's a size for every automotive shop, from 1 H.P. up to the big 5 H.P. outfit for use by large tire shops, repair shops and Super Service Stations.

**Check
Coupon on
Next Page
for More
Information**



**30 Days Trial
Easy Monthly Payments**



This Hobart Factory Stands Back of All HB Shop Equipment

More than a third of a century successfully manufacturing better electrical service Equipment is behind the equipment briefly described in this booklet. Every motor, generator, pump, tank, truck and other major part of every HB Outfit is built complete from the ground up in this big, modern, daylight factory.

When you install an HB outfit you don't have to pay manufacturing profits for three or four different factories as is the case when you buy equipment that is "assembled" from parts purchased here and there on the open market. Responsibility for the successful and profitable performance of HB Equipment in your shop is undivided. Hobart Brothers stand squarely behind every part of every HB outfit.

You can count on real factory service in 2, 5 or 10 years, if any is ever needed on your HB Equipment. "Built Complete in HB Factories" explains why you can get such high quality equipment at such attractive prices—and can be sure of results far above the ordinary.



Hobart Brothers

'Successful Manufacturers since 1893'

Box DM-140,

Troy, Ohio

For Full Information without obligation Check and Mail This Coupon

TO HOBART BROTHERS,
BOX DM-140, TROY, OHIO

228

Without obligating me in any way, send me full information about the HB Equipment I've checked below with full details of your 30 Days' Trial and easy monthly payments.

MY SHOP IS

- Small
- Medium
- Large

HB 20-Minute Car Washer

1-Gun 2-Gun 3-Gun 4-Gun

HB Two Cylinder Compressor

$\frac{3}{8}$ HP $\frac{1}{2}$ HP $\frac{3}{4}$ HP 1 HP $1\frac{1}{4}$ HP
 $1\frac{1}{2}$ HP 2 HP 3 HP 4 HP 5 HP

HB 8-Hour Battery Charger

<input type="checkbox"/> 6 Batteries	<input type="checkbox"/> 12 Batteries	<input type="checkbox"/> 18 Batteries
<input type="checkbox"/> 24 Batteries	<input type="checkbox"/> 30 Batteries	<input type="checkbox"/> 36 Batteries
	<input type="checkbox"/> 48 Batteries	

HB Paint Spray Equipment

Electric Drive Gasoline Engine Drive
 1-Gun 2-Gun 3-Gun 4-Gun

HB Auto-Electrical Test Bench

$\frac{3}{4}$ HP $1\frac{1}{4}$ HP $1\frac{1}{2}$ HP 2 HP $3\frac{1}{2}$ HP
 Lathe Attachment Mica Undercutter Growler

HB "Constant Arc" Welder

200 Ampere Size 300 Ampere Size

HB Motor Buffer and Grinder

1 HP 2 HP 3 HP 5 HP

Name _____

Street _____

Town _____

Join us at the
National Tire Dealers
Convention --

HOTEL SHERMAN, CHICAGO
November 11th to 14th

-- be sure to see the attractive HOBART BROTHERS display in Booth 6

If you can't attend, do the next best thing -- check the convenient
coupon on the other side -- AND WRITE TODAY FOR FULL INFORMATION.

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